Committee for increase Doordarslian's Income

†2521. SHRI KAPIL SIBAL :
DR. D. MASTHAN :

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that a Committee was set up under the chairmanship of Shri S. Sain by Goverimient for suggesting the ways to increase Doordarshan income;

(b) if so, whether the said Committee has submitted its report to Goveriunent; and

(c) if so. when Government have received Committee's report and the scheme Government have formulated to implement the recommendations of the Committee'?

THE MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF THE DEPARTMENT OF DISINVESTMENT (SHRI ARUNJAITLEY) : (a) to (c) The Government had earlier appointed an Expert Committee headed by Shri Siddhartha Sen to study the marketing of commercial time on the various channels of AIR and Doordarshan and make recommendations for adopting suitable marketing strategies. The Expert Committee submitted its report on 25th July 1997. Further, Prasar Bharati, in July, 1999, has engaged a marketing consultancy firm namely Quadra Advisory to update the report submitted by the Expert Committee and elaborate on measures for operationalising its main recommendations. The firm has submitted its report and actions on its recommendations are being taken by Prasar Bharati Future steps contemplated by Prasar Bharati (Doordarshan) include : (i) Modification of prograituning mix; (ii) Improvement of signal quality;

(iii) Invitation to both TAM and INTAM and participation in the rating process by subscribing to the better of the two agencies; and (iv) Establishing a separate marketing set-up.

Appointment of AIR and DD Correspondents

†2522. SHRI ANANTRAY DEVSHANKER DAVE : Will the Minister of INFORMATION AND BROADCASTING be pleased to state :

---

†Original notice of the question was received in Hindi.